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Abstract

Fourth Annual Journal of Media Practice Symposium
Media Practice and Its Field
20th June 2008

Title: Practice Research, Knowledge Exchange and HE

This paper will use my current practice research project on the impact of
digital technology on feature film production to reflect on the implications of
the current KTP or Knowledge Exchange agenda on media practice research
and education.

In the course of making my film I have not only interviewed key figures at
Panavision, Technicolor and Kodak, but also been offered contributions in
kind, including camera hire, film stock, developing and printing, in support of
my project.

My research into digital technology also included beta-testing the, at the time,
novel ‘prosumer’ technology of HDV. My institution funded the purchase of
an HDV camera for my research in part as a way of prototyping possible
directions for future equipment purchasing for the undergraduate
programme. Indeed, many institutions that teach media practice are setting
up long term relationships with multi-national companies, or organizing
events with industry partners (such as the Sony sponsored Matrix East
Research Lab at UEL, Bournemouth Media School’s Sony HD TV studio, the D-
cinema conferences – Westminster and Megapixel - Anglia Ruskin and the
Film and Digital Media Exchange).

But, do we need to question these relationships? Is it healthy for an
academic institution to be in the pocket of these companies? What does it
mean for the objectivity of the research? Should media and cultural studies
disciplines strive to be different from business schools and the
medical/pharmaceutical model? Should I reject free film stock from Kodak?!?

AV Requirements: Powerpoint and DVD

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